

The date for the annual ITC Grant Summit is February 2-3, 2010 in Boise, location [Owyhee Plaza](#), 1109 Main Street, Boise. The summit is an educational, networking and sharing forum for current and/or future Idaho Travel Council grant participants. The summit will focus on grant management, potential cooperative efforts for the upcoming year, as well as existing state programs. Much of what participants and the Idaho Travel Council wish to accomplish are linked together through synergistic and collaborative funding efforts.

Tentative Agenda

February 2nd 1:00 pm – 5:00 pm

Intro of Grant Management Team

- Review of new ITC Grant Handbook
- ITC Guideline/Rule Updates
- Management of Requests, Approvals
- Tourism Grant Website
- 2010 Grant Application

February 3rd 8:00 am – 3:00 pm

Strengthening Communities Through Marketing

- Adventures in Living Tool Kit
- Site Seer 3D Virtual Tourism

State Marketing Overview

Partnership Opportunities

- Magazine Co-ops – Prime Season
- Snowmobile Co-Op – Winter Season
- Trip Advisor for DMO Webinar
- Reputation Management
- Madden Media

Other Co-Op Opportunities

- Scenic Byways/Top 10 Scenic Byways
- Go West Summit 2011

Social Media

- Regal 360
- I-Phone, Blackberry, Twitter
- Podcast, Travelcast

Public Relations

Update Idaho, Voluntourism, Travel Guide

Leads Program



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ADVENTURES IN LIVING